



**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

# New CONTRACT

<u>Contract / Revision</u> 500420 /		<u>Alt Order #</u> 06399116
<u>Product</u> SENATE MAJORITY PAC		
<u>Contract Dates</u> 10/30/12 - 11/06/12		<u>Estimate #</u> 2280
<u>Advertiser</u> Senate Majority PAC		<u>Original Date / Revision</u> 10/26/12 / 10/26/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 94	<u>Product Code</u> 100
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Waterfront Strategies**  
**1010 Wisconsin Ave, NW**  
**#800**  
**Washington, DC 20007**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KVVU	10/30/12	11/05/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	1	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/30/12	11/05/12	MTWTF--				1	\$4,250.00			
N 2	KVVU	10/30/12	11/05/12	The Dr.Oz Show	4-5p		:30			NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/30/12	11/05/12	MTWTF--				1	\$900.00			
N 3	KVVU	10/30/12	11/05/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/30/12	11/05/12	MTWTF--				1	\$1,250.00			
N 4	KVVU	10/30/12	11/05/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/30/12	11/05/12	MTWTF--				1	\$1,250.00			
N 5	KVVU	10/30/12	11/05/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	1	\$1,225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/30/12	11/05/12	MTWTF--				1	\$1,225.00			
N 6	KVVU	11/05/12	11/05/12	Bones	Mon 8p-9p		:30			NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/05/12	11/11/12	1-----				1	\$7,500.00			
N 7	KVVU	11/03/12	11/03/12	FOX 5 News Sat 10-11p	10-11p Sat		:30			NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-----1-				1	\$2,100.00			
<b>Totals</b>											<b>7</b>	<b>\$18,475.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/05/12	7	\$18,475.00	\$15,703.75
<b>Totals</b>	<b>7</b>	<b>\$18,475.00</b>	<b>\$15,703.75</b>

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

OCT26/12 18.56

PROGRAM : KATIE COURIC  
CON COM1: KATIE COURIC

OCT26/12 18.56  
\*\*\* KVVU-TV \*\*\*

SVC- NSI  
DEMOS- RA35+\*